



G. David Carter | Member
david.carter@innovistalaw.com
RICHMOND: 804.729.0052
WASHINGTON: 202.869.1502

August 30, 2018

VIA ECFS

Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Notice of *Ex Parte*
***In the Matter of Children's Television Programming Rules*, MB Docket**
No. 18-202
***In the Matter of Modernization of Media Regulation*, MB Docket No.**
17-105

Dear Ms. Dortch:

On August 29, 2018, Lisa Petrides, Ph.D., Founder and CEO of the Institute for the Study of Knowledge Management in Education (ISKME), Amanda Antico, Ed.D., Founder of EvolvED, and I met with Michelle Carey, Bureau Chief of the Media Bureau, Holly Saurer, Associate Bureau Chief, Martha Heller, Chief, Policy Division, and Kathy Berthot, Attorney, Policy Division.

During our meeting we discussed the fact that educational and informational (E/I) programming continues to play an important role in improving educational outcomes. We noted that, while viewing habits are changing, many American families, including many rural and low-income families, rely heavily on broadcast television and may not have access to alternative video platforms. We discussed research studies that confirm the efficacy of television to deliver educational content in a manner that is uniquely cost-effective. We encouraged the Commission to continue to ensure access to educational content by ensuring that E/I programming remains available on the nation's largest broadcast networks.

We also discussed, however, that, in reflecting the changing ways that many children are accessing content, the Commission should explore whether cross-platform education presents a way to deepen the learning of E/I programming by connecting viewers to related online content. We discussed research that supports the hypothesis that cross-platform learning may hold a unique opportunity to engage television viewers in more active learning opportunities. We encouraged the Commission to consider implementing a pilot program that would allow broadcasters to provide viewers with connected online learning in exchange for credit towards their E/I obligations.

The attached presentation was referenced during our discussion.

Sincerely,



G. David Carter

cc: Michelle Carey
Holly Saurer
Martha Heller
Kathy Berthot